

May & June 2005

# www.IN.gov REPORT CARD

## -- PROGRESS NOTES --

### Portal Highlights

#### IN.gov Redesign Launched June 1<sup>st</sup>



The [www.IN.gov](http://www.IN.gov) upper-level portal pages are sporting a fresh, new look. Changes include:

- Overall appearance is cleaner and brighter
- News and calendar sections are higher on the page to put more focus on dynamic content
- “Quick Links” drop-down feature reduces clutter without eliminating easy access to high-demand content
- The new customization feature allows the color and theme of the home page to be changed

**Standardized “landing pages”** are the latest addition to the portal's common look and feel initiative. These landing pages present valuable information to users (especially first-timers) in a consistent format. Features of the landing pages include instructions, demos, links to similar services, user comments and “Tell-a-Friend”, which allows the user to notify others of their “find”.

## -- REMARKS --

#### Secretary of State Online Filing

“I don’t think the service can be improved. It’s the easiest electronic filing that I use. Wish other states made it this easy or had Web filing up and running.”

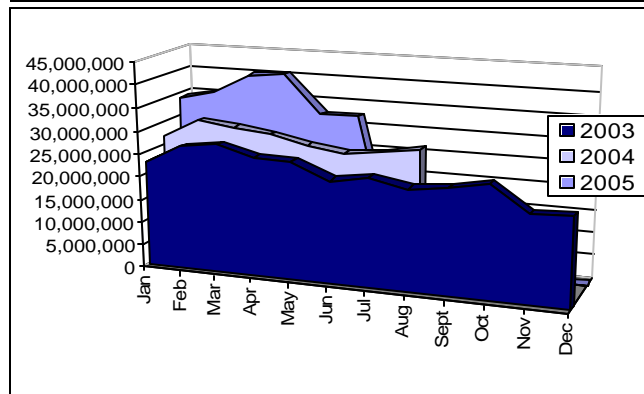
- Submitted by SOS user

## -- MAKING THE GRADE --

### Accesses to www.IN.gov

	2005	% change/2004
May	32,251,408	+ 16%
June	32,445,402	+ 20%

### Portal Access History



### Most-Visited Agency Sites in May

1.	General Assembly	2,607,945
2.	Hoosier Lottery	2,523,025
3.	Dept. Natural Resources	2,511,425
4.	Bureau of Motor Vehicles	1,888,548
5.	Secretary of State	1,884,987

### Most-Visited Agency Sites in June

1.	Dept. Natural Resources	2,689,438
2.	Secretary of State	2,131,857
3.	Bureau of Motor Vehicles	2,116,064
4.	General Assembly	2,046,884
5.	Hoosier Lottery	1,830,739

### Usage Statistics

	YTD, 2005	change/'04
<b>Tax Filing (I-FILE)</b>	91,882	+ 22%
<b>Lic. Plate Renewal</b>	226,947	+ 7%
<b>Driver Lic. Renewal</b>	39,033	+ 200%
<b>Hunting/Trapping/Fishing Licenses</b>	40,216	+ 215%
<b>Campground Reservations</b>	34,702	+ 31%
<b>Prof. Lic. Renewal</b>	41,398	+ 7%
<b>SOS UCC Filings</b>	34,159	+ 7%
<b>ISP Limited Criminal History</b>	62,958	+ 6%

## IN.gov Features

### Portal Promotion ! [City Guide Ad](#)

First in line, every time.

You'll always be first in line when you use [www.IN.gov](http://www.IN.gov) to connect with your Indiana state government. Visit [www.IN.gov](http://www.IN.gov) today to renew a driver license or vehicle registration, purchase hunting and fishing licenses, receive compact, title loans, contact your legislator, plus your Indiana growing and more...

[www.IN.gov](http://www.IN.gov)

The face of Indiana's Official Web Portal

### "First in Line, Every Time"

Since 1995, the IN.gov portal has been turning "in line" processes into "online" services. The portal is highlighting this concept in current promotional efforts, including the *Indianapolis Monthly City Guide* ad above, which hit the streets in May.

### Unclaimed Property | [www.attorneygeneral.IN.gov](http://www.attorneygeneral.IN.gov)

This is a secure site.

We operate it online. The kind you actually look forward to.

It's called unclaimed property. And the state of Indiana is trying to return \$245 million worth of it. There's a good chance some of it belongs to you or someone you know. It could be from a former employer, an insurance policy, maybe even an inheritance you didn't know about.

That's where this site comes in. You need to be a little bit... a money retriever. Just tell us your name, or any name for that matter, and tell us what to search for. Go ahead. It's free. And it won't cost you a thing.

**Search**

It's this much... the easier it is, my job is to search for unclaimed property. So enter your first and last name OR property ID below, and I'll go to work.

Last Name:

First Name:

OR

Property ID:

**Go Fetch**

He built on your first search? Here are a few tips to try:

- Search of the names you have ever used, like your maiden name and nicknames.
- Look up common misspellings of your name.
- Search for initials and aliases to see if they have unclaimed property, too.
- Check the database for friends and family who have passed away. Often people die, relatives are often unaware of an old bank account, safe deposit box or a check the deceased may have owned.
- To search for a company's unclaimed property, enter the company name in the last name box.

**Consumer Alert**

In late May, the **Attorney General's Office** launched an enhanced Unclaimed Property Search that now enables claims submissions as well as the search functionality. In June, the site saw over **800,000** accesses, due to heavy promotion by the AG's office.

## Bringing People Closer to Government ! [www.democracy.IN.gov](http://www.democracy.IN.gov)

accessIndiana

democracy.IN.gov

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Subscriber Center

Home | Quick Links

Account Management

The resources below will provide the information you need to manage your account. You will need to create a new account if you are a new subscriber.

- [Change Payment Method](#) - Download form (pdf)
- [Automatic Account Update](#) - Download form (pdf)
- [Payment Services](#) - (pdf)
- [Account Terms and Conditions](#) - (pdf)

Sign Me Up!

Why Subscribe?

Many frequent subscribers to the site's only web site will find an account that will save time and money. Your account subscription to the site will include the following benefits:

- Access to all subscriber services, some of which may only be accessed with an account subscription.
- Individual payments for up to 10 months in your organization.
- Managerial expense for account for all other budgeted expenses for the account (one of the two expenses can be assigned managerial status).
- Full-time technical support for all of our subscriber services.
- Detailed and detailed information on the account (one of the two expenses can be assigned managerial status).
- Your choice of automatic credit or debit card payment, direct debit (automatic bank draft), or monthly billing statement.

Save Money!

How much time and money can you save by doing business with us? Find out here.

Get a free trial today. [Find out here.](#)

Unclaimed Property

Public Assistance

Technology

myLocal.IN.gov

This new top-level portal page was designed to be a guide to those who want to get involved in or learn more about their government. **Digital democracy** is regarded as an essential part of great government portals, and while much of this information has been available throughout IN.gov, it has now been pulled together under this new sub-portal.

### Subscriber Updates! [www.subscribe.IN.gov](http://www.subscribe.IN.gov)

accessIndiana

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**Subscribe.IN.gov** is an updated resource for both existing and new subscribers to the portal. One new feature is the Savings Calculator, which helps quantify the value of online services, as well as subscribing vs. using a credit card for business services.

## - - HISTORY LESSON - -

### Quick IN.gov Facts

- [www.IN.gov](http://www.IN.gov) (*accessIndiana*) is the State's official Web portal.
- The portal has more than 300,000 pages of information and hundreds of interactive services.
- 99 percent of all information and services available at IN.gov are free to the public.
- In 2004, portal accesses reached over **336 million**, averaging more than 28 million per month. This represents a **19 percent increase** in usage over 2003, during which accesses totaled more than 280 million.
- Portal accesses topped **40 million** – an all-time record – in April 2005.
- IN.gov adheres to strict privacy, security, and accessibility policies, which may be found at: [www.IN.gov/ai/policies](http://www.IN.gov/ai/policies)
- Everything you ever wanted to know about IN.gov can be found at (where else?) [www.about.IN.gov](http://www.about.IN.gov), including statistics, business model information, portal services for government partners, a media center and success stories.

### Awards & Recognition

- *accessIndiana* placed **2<sup>nd</sup>** in the Center for Digital Government's 2004 **Best of the Web**
- The Indiana State Department of Health won the 2004 **Gold Award for Excellence** from the National Public Health Information Coalition.
- Indiana received a **4<sup>th</sup> place** ranking in the 2004 Center for Digital Government's **Digital States Survey**
- The BMV Digitally Certified Driving Records service received the 2004 **MIT Digital Government Innovation Award**.
- *Who's Your Legislator?* was honored with the Indiana Geographic Information Council 2004 **Award for Achievement** in GIS.
- *accessIndiana* received **3<sup>rd</sup> place** in the 2003 **Brown University eGovernment Study**.
- *accessIndiana* received **3<sup>rd</sup> place** in the Center for Digital Government's 2003 **Best of the Web** contest (4<sup>th</sup> place in 2002).
- *accessIndiana* was **ranked 6<sup>th</sup>** in the Center for Digital Government's 2003 **Digital State Legislatures Survey**.
- *accessIndiana* was recognized as a **Best of Breed** by the Center for Digital Government in January 2003.
- **The Indiana Department of Revenue's I-File service** was named the overall winner in the 2003 National Electronic Commerce Coordinating Council (NECCC) **Value in Technology Achievement** awards.

### accessIndiana Branding Strategy

The portal's branding and marketing strategy can be summed up in one statement: "If it's not **IN.gov**, it's not official". To assist agencies in transitioning to the IN.gov brand, a URL branding request form ([www.IN.gov/webaddress](http://www.IN.gov/webaddress)) is available to all state agencies, boards and commissions as well as all local jurisdictions of governments. All requests are electronically reviewed by a team comprised of State eGovernment champions. This team not only approves requests based on uniformity to the suggested standards, but also ensures that "umbrella" URLs are viewed from an enterprise perspective. An umbrella URL is used to brand a "mini-portal" that pulls together related information from a variety of sources. For example, [www.HR.IN.gov](http://www.HR.IN.gov) was created to help human resources professionals find relevant employment-related services from a single location.

### Business Model & Partnership

- The *accessIndiana* portal was introduced in December 1995.
- Indiana Interactive, a subsidiary of NIC, was chosen as the private partner to manage *accessIndiana* in 1995. NIC maintains long-term outsourcing contracts with 16 states.
- A public-private partnership model is used to manage the portal, with primary funding for the portal coming from the assessment of modest convenience fees (called "Enhanced Access Fees") to end users (primarily businesses) for a select set of services. Traditional means of access are still available to those who prefer not to pay the Enhanced Access Fees.
- Indiana Interactive employs 29 full-time staff, with 2004 operating expenses of about \$2.8 million, of which none were appropriated through the General Assembly.
- All state departments, agencies, boards and commissions have a Web presence on the portal, gaining efficiencies and economies by providing information online.
- More than **44 percent** of accesses to the portal occur while government offices are closed.
- The Next-Generation Portal "common look and feel" initiative allows for each agency Web site to have a common navigational structure and design. This gives visitors a familiarity among state Web sites that is user-focused, not organizationally focused and compliant with state and federal accessibility standards.